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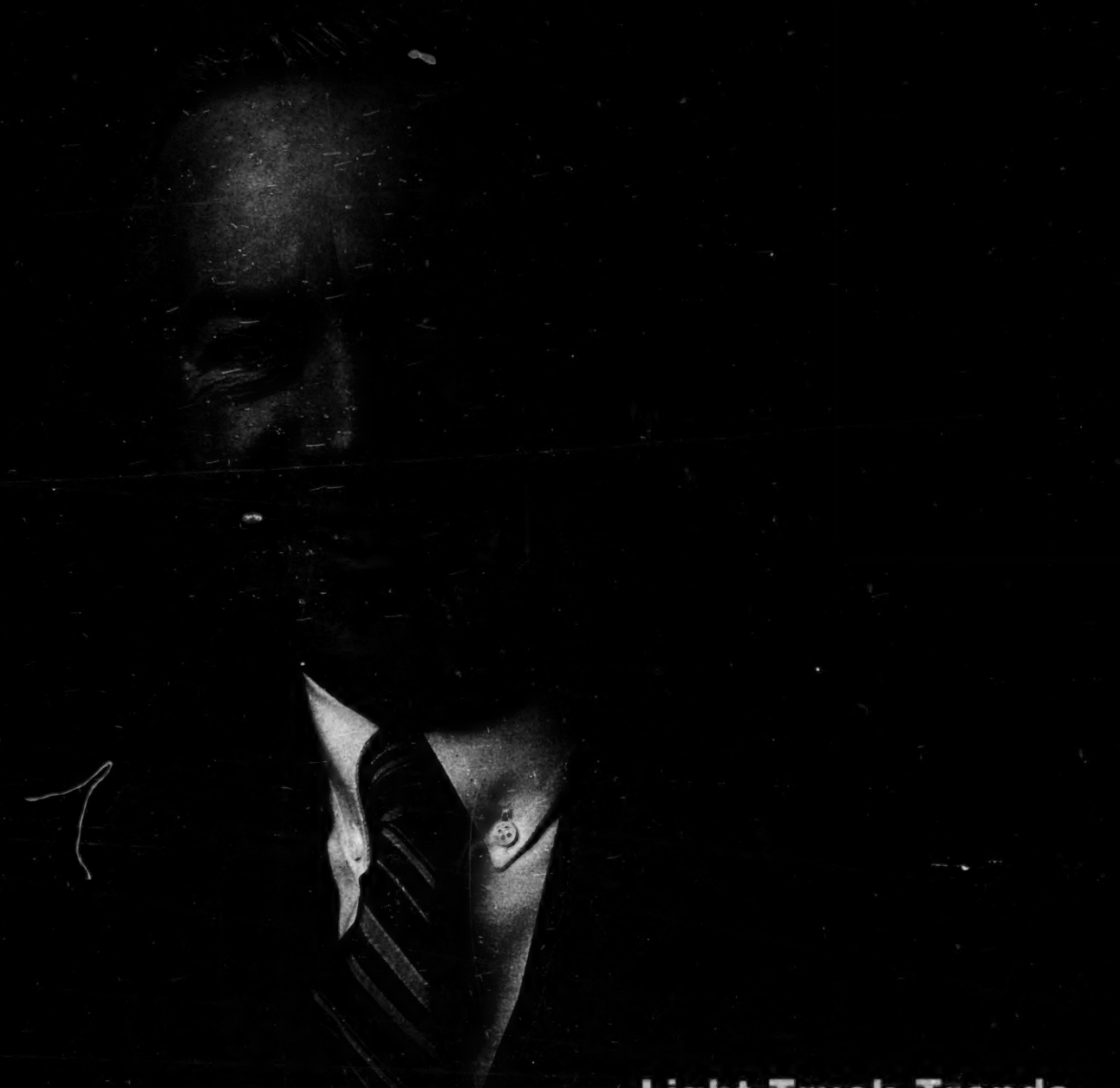
automotive FLEET

CAR AND LIGHT TRUCK FLEET AND LEASING MANAGEMENT MAGAZINE



Light-Truck Trends
Convention Reviews
Tax Depreciation Analysis

automotive
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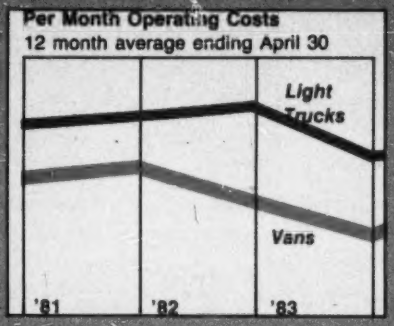
CAR AND LIGHT TRUCK FLEET AND LEASING MANAGEMENT MAGAZINE

MAY 1986
VOL. 25, NO. 7
Influencing the management of 4,584,000 cars and 1,970,000 light trucks and vans in business, leasing, rental, utility, government, police and taxi fleets.



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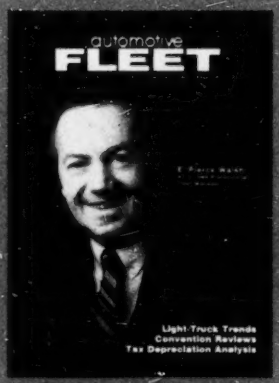

On our cover: E. Pierce Walsh of IC Industries has been voted the second winner of *Automotive Fleet*'s annual Professional Fleet Manager Award. Interview, page 33.

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troduction by Isuzu. The new four-door Trooper II will have a deluxe model trim and, according to the company, will be available at dealerships by mid-year. Previously available only in deluxe and LS trim, the P'UP extended-cab "Spacecab" model now comes in standard trim. The standard model will also be available in a four-wheel-drive version.

OPERATING COSTS AT ALL-TIME HIGH

The cost to own and run typical 1985-model compact cars in the top 20 U.S. cities increased an average of two cents to a record cost of 51.59 cents per mile, according to the Hertz Corp.'s annual new car cost survey.

The report found that Los Angeles again led the nation with outlays estimated at 62.79 cents a mile, up 3.5 cent from 1984; San Francisco stayed second, jumping to 62.79 cents, and New York City remained third, rising 2.89 cents to 60.14 cents.

Listed below are the 1985 and 1984 cent-per-mile costs and ranking of the 20 cities in the Hertz annual new car cost survey:

	1985	1984
1. Los Angeles	62.79¢	60.69¢
2. San Francisco	62.66	58.16
3. New York City	60.14	57.25
4. Denver	55.58	51.91
5. Miami	55.05	53.47
6. Chicago	54.53	52.74
7. St. Louis	53.41	51.57
20-City Average	51.59	49.61
8. Houston	50.72	49.31
9. Seattle	50.48	50.58
10. Boston	49.73	48.48
11. Atlanta	49.21	45.10
12. Minneapolis	48.85	47.58
13. San Diego	48.83	47.53
14. Detroit	48.42	46.47
15. Pittsburgh	47.53	45.44
National Average	47.64	45.67
16. Cleveland	47.48	45.80
17. Dallas	46.96	45.08
18. Dist. of Col.	46.75	45.00
19. Cincinnati	46.50	44.65
20. Milwaukee	46.26	45.42

Contributing to the increased operating costs were increases in vehicle sticker prices, insurance, licenses, fees, taxes, and maintenance. These increases more than offset lower car-loan interest rates, cheaper gasoline, and the introduction of more fuel efficient new cars. Hertz' estimates of costs are for normally-equipped vehicles purchased new and driven 10,000 miles a year for five years by average-new-car-buying families.

LEASING PLAN EXPANDED

AutoValue Lease Plan, a division of Yegen Associates, will begin offering its lease plan in California starting May 1. The lease plan, also known as AutoValue Lease Plan, is offered to dealers and independent lease companies on a non-recourse basis. AutoValue Lease Plan is headquartered in Pleasanton, CA.

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Things are changing in the light-truck segment. The percentage of trucks in fleets is on the rise, and one major lessor reports that its operating costs have declined. Spearheading the increase in fleet trucks are minivans.

Fleet Trends For Light Trucks and Vans

While trucks have a reputation for high operating costs, a recent lessor study shows that these expenditures have declined. Operating costs are lower today than they were in 1981, says Peterson, Howell, & Heather. The vehicle leasing company recently released the past four years' operating expenses for its 15,000 light-truck fleet compiled by its Center for Analysis and Research. In 1985, the average monthly cost per pickup was $477.72, while the average cost for vans was $444.80. (See figure 1.) Declining fuel prices and higher mileage truck CAFE standards have helped to push down operating costs. Also lowering operating costs have been aggressive factory rebates on certain trucks and vans. Figure 2 provides a breakdown by percentage of PHH's 1985 truck operating expenses. Although truck costs have declined for the past several years, PHH reports that in 1984 its cost-per-business mile climbed sharply. This jump is illustrated in figure 3. The abrupt increase was the result of an estimated 3.9 percent price hike for new trucks, a soft resale market, and smaller factory rebates. According to the lessor, as the national economy revived in 1984, many auto companies reduced or eliminated fleet sales incentives. In certain in-

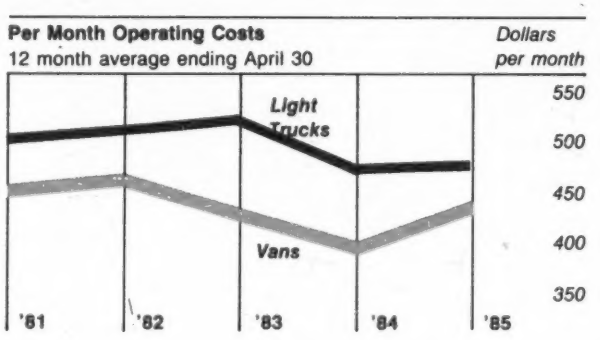

Figure 1

Percentage Breakdown of Truck Operating Expenses

Gasoline	36.7%
Depreciation	32.0
Interest and Services Fees	13.2
Maintenance Expenses	6.7
Insurance	5.5
Tires and Tire Repair	2.0
License and Taxes	1.7
Accident/Theft Expenses	0.7
Oil	0.6
Miscellaneous	0.3
Parking and Storage	0.3
Tolls	0.3
Total	**100%**

Figure 2

stances, manufacturers' production couldn't keep up with the demand for some vehicles such as vans.

While on lessor reports declining truck operating expenses, Runzheimer International says the percentage of light trucks within fleets has been increasing. One reason cited for the increase of trucks in fleets is because of downsized passenger cars. Nowadays, there are many fleet functions that downsized cars are not suitable to handle. Downsizing has unintentionally contributed to changing the vehicle makeup of fleets. This change is especially evident with vans and light-trucks.

As a result of downsizing, Runzheimer reports that many fleet executives are changing vehicle specifications and moving to vans, especially minivans, because of their cargo- *and* passenger-carrying capabilities. The Runzheimer data is based on a survey it recently completed investigating the vehicle makeup of U.S. fleets. (The survey analyzed the responses from 482 fleet executives managing 536,052 vehicles.) The survey revealed that the fleet market for minivans is growing rapidly. In the space of a year, fleet use of minivans has increased from 0.3 percent to three percent. In 1984, almost two out of every 10 fleets had one or more minivans. This doubled in 1985 to just under four out of 10 fleets. Needless to say, minivan fleet sales have been impressive, jumping to 58,200 in '85 from 22,776 in '84—a 156 percent jump. (Currently, minivans account for less than 25 percent of PHH's combined fleet.) The use of full-sized vans also increased in 1985 from nine to 12 percent. Other types of vehicles increasing within fleets were compact trucks, half-ton pickups, and specialized vehicles such as utility trucks.

As minivans entered the marketplace in '84 and '85, auto industry analysts went to work predicting which vehicle sales would decrease as customers began buying compact vans. What was discovered was that minivans did not significantly cut into the sales of either full-sized vans or station wagons. Despite growing minivan fleet sales, full-sized vans gained ground and station wagons

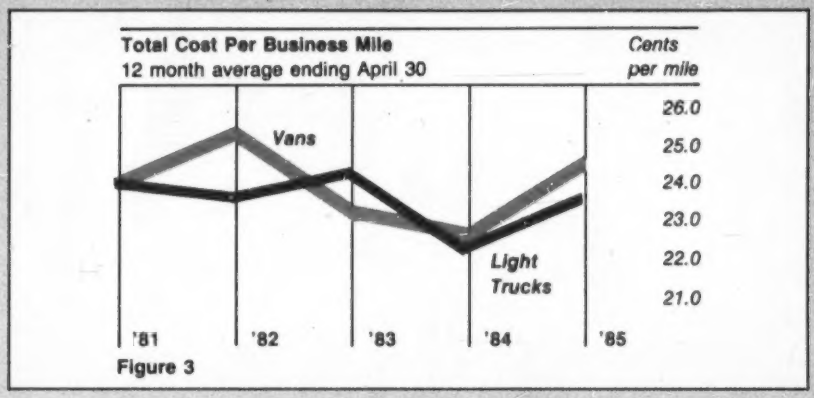

Figure 3

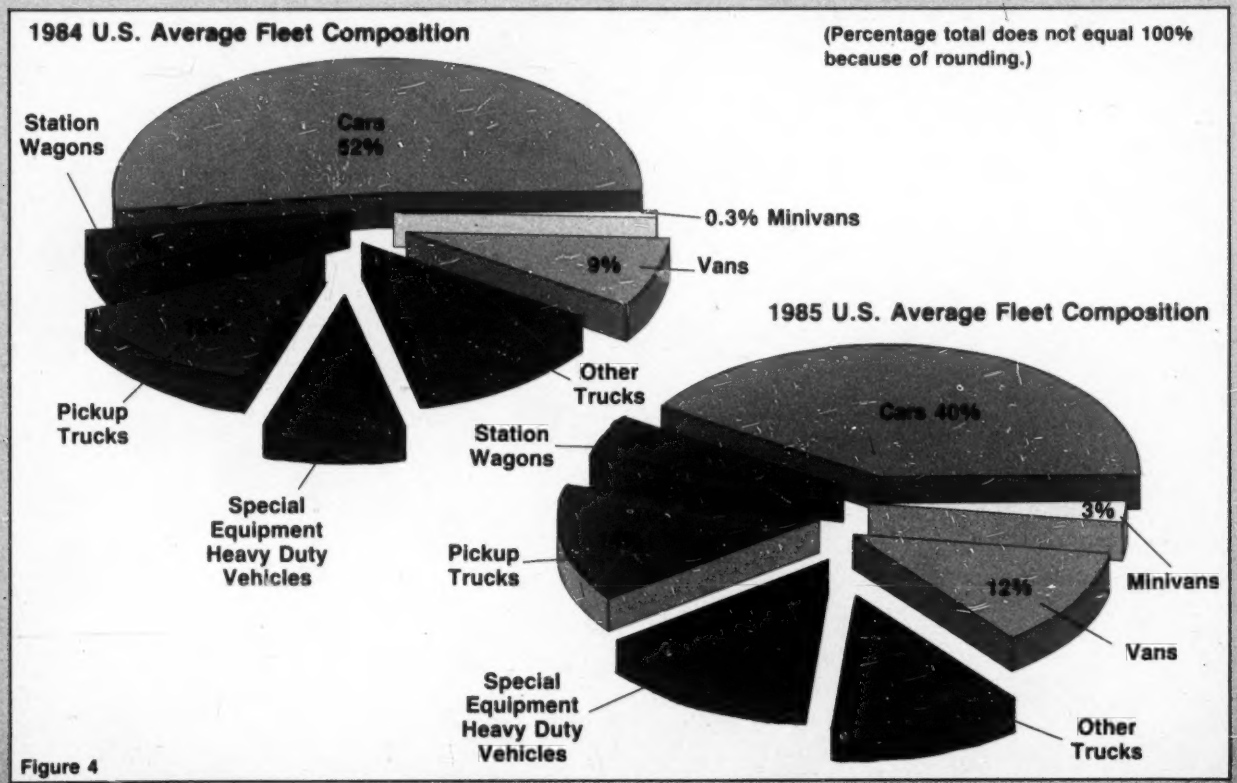

Figure 4

held relatively steady. As vans increase in numbers, they've done so mostly at the expense of automobiles. In 1985, automobiles declined to 40 percent of the average fleet. One year earlier, cars represented 52 percent of all fleet vehicles. (See figure 4.) Additionally, the survey data suggests that light trucks are also proportionately gaining ground against cars. The fastest growing truck segments are classes 1,2, and 3, along with utility vehicles.

Budgets Have The Final Say

In 1981, vans were usually retired from fleet service shortly after 30 months. But since then, corporate fleets have kept vans on the road for longer periods, mostly because of budget constraints. (See figure 5.) PHH predicts that the extended service life trend will reverse as fleets replace their older units with more fuel-efficient models. The lessor projects the service life of minivans to be three years and 55,000, but cautions that it has not been collecting data long enough to substantiate this estimate. The months-in-use pattern for pickups has remained stable. The slight downturn indicated in figure 5, occurring in 1982, was mainly the result of fuel-efficient and downsized vehicles

Selling Fleet Vans To Employees

When it comes to developing successful employee buy-back programs, Ron Pink, fleet manager for Xerox, has to rate with the best. At the moment, Pink sells to employees *72 percent* of all retiring company vans. And we're not talking about a handful of vehicles, either. Xerox operates 4,400 vans and light trucks out of a total fleet of 13,900 vehicles. What makes these vans hot sellers are the vehicles themselves. "We wanted to do something different, so we gave our drivers a dual-purpose vehicle," Pink says.

For the 1986 model-year, Xerox ordered 1,000 Dodge Mini Rams and 1,000 Ford Econoline 150s. "We basically order a shell with no seats or anything else inside the van," he says. The vehicles are shipped from the factories to Elkhart, IN, where they are delivered to Midway Truck and Coach, a van-conversion company. The conversion company works closely with Pink and the factories due to the fast vehicle turnaround time. Pink says vehicles are ordered and delivered within a 90-day period.

Once at Midway Van & Coach, the van's passenger compartment is converted to provide all the "creature comforts" of a car. This includes fully carpeting the compartment, installing two high-back bucket seats and a rear fixed-bench, seating three passengers. Windows are

Ron Pink

cut out of the side of the vans behind the driver seat. "This eliminates problems where cargo vans are not allowed to drive on certain highways, as on Long Island," says Pink. In the rear of the van is a work-station area where Midway installs custom-designed storage cabinets. In addition, the vans are fully insulated since many of the items it carries are sensitive to heat and cold. The vans are primarily used by Xerox's customer service representatives.

For the most part, the Ford E-150s are ordered with six-cylinder engines except when the vans are used in California. There, V8s are ordered to supplement engine power which is diminished by the state-required emission control system. "When you upgrade to an eight (in California), you have enough power to equal a six-cylinder engine," says Pink. With the Dodge Mini Ram, Pink orders Chrysler's 2.2-liter engine. "Drivers say they are satisfied with the engine's pulling power and performance," he says.

What attracts many Xerox employees to buying the company vans is a van-conversion kit developed by Midway Van & Coach. According to Dick Newbury, Midway's vice-president, the conversion kit offers Xerox employees a variety of do-it-yourself options such as adding extra bucket seats, a rear sofa, cutting additional or larger windows, and installing running boards.

replacing older vans with larger engines.

Runzheimer cites several additional reasons for the growing fleet popularity of vans and light trucks. One reason is the ease fleet manager have in selling them to employees at trade-in time. (See related story on facing page.) The other advantage is high ground clearance, which is especially important to utility and petroleum company fleets. These companies operate off-road fleets that require the greater ground-clearance offered by vans and pickups. A common complaint about front-wheel-drive cars is that transaxles are often cracked when driven off-road because they hang too low to the ground.

Declining fuel costs have also been good news for fleets using vans and pickups. Van engines today provide better gas mileage, and when combined with lower fuel prices, have helped reduced overall fleet fuel costs. (See figure 6.) It's interesting to note on the fuel economy chart that van MPGs declined between 1983 and 1984. The reason was that many fleets kept older models in service resulting in lower overall fuel economy. As the national economy strengthened in 1984, these vans were finally replaced and more fuel-efficient models such as the minivans were acquired. These new vans began to improve average fuel economy in 1985.

There are several reasons for the differences in fuel economy between pickups and vans. Pickups are more fuel-efficient by shape, presenting a smaller, less blunt frontal-area to be pushed through the air. Another factor influencing fuel-economy statistics is that high-mileage pickups have been a fleet staple longer than the new minivans. As compact vans become more widespread, PH&H feels the spread in fuel mileage will narrow between the two. Chrysler's minivans, comprising 52 percent of the total minivan market, have already helped narrow this gap, says PH&H. (See figure 7.) AF

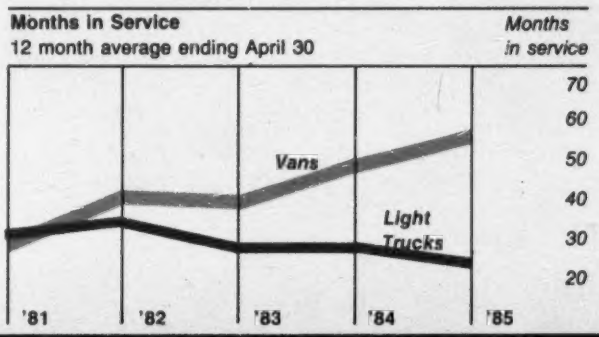

Figure 5

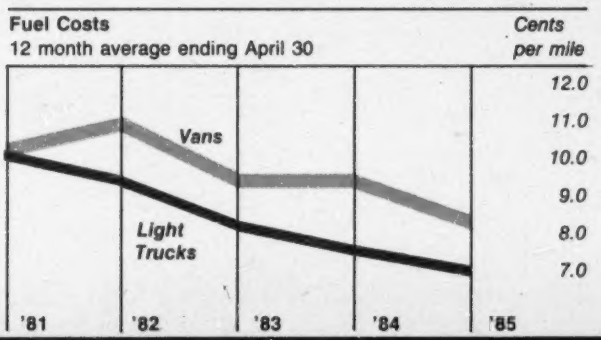

Figure 6

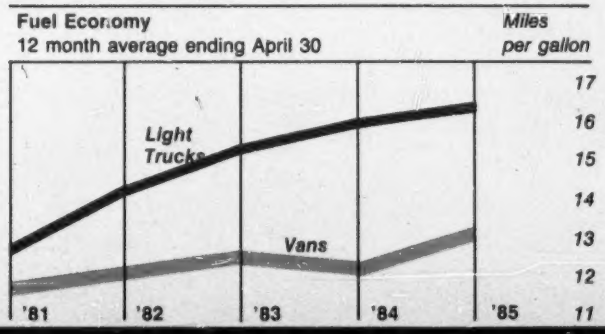

Figure 7

The House tax reform bill proposes to take cars and light trucks out of the Class 1, three-year depreciation category. But a new industry group says that could prove costly—in more ways than one.

In Support of Three-Year Depreciation

The Motor Vehicle Depreciation Coalition consists of the Motor Vehicle Manufacturers Association of the U.S. Inc.; General Motors Corp.; Ford Motor Co.; Chrysler Corp.; National Automobile Dealers Association; American Car Rental Association; The Hertz Corp.; Avis Corp.; Peterson, Howell & Heather, Inc., and Wheels, Inc.

The Coalition was formed to support the capital cost recovery provisions for business-use of automobiles and light trucks of a tax reform bill which would be the equivalent of current law — i.e., a Class 1 three-year depreciation period. The Coalition opposes the capital cost recovery provisions in the House *Tax Reform Act of 1985* (H.R. 3838), which moves automobiles and light trucks from Class 1 to Class 2 and increases the depreciation period from three years under current law to five years.

The House Ways and Means Committee report on the *Tax Reform Act* states that the intent of moving automobiles and light trucks from a Class 1 asset three-year depreciation period is to provide a more realistic capital cost recovery period. However, the data used to support the logic of the move were misleading. This is the case because the data were descriptive of the *total* U.S. automobile population and the *total* U.S. truck population, rather than the 18 percent subsection of the population represented by business automobiles, or the 15 percent business light-trucks subsection on which depreciation is actually taken.

Vehicle mileage is a major determinant of automobile and light-truck depreciation. U.S. Department of Transportation figures show that company-owned passenger cars are driven an average of nearly 23,000 miles per year, more than twice the annual mileage of household consumer-owned vehicles. Further, American Automotive Leasing Association data indicate that leased vehicles are driven approximately 30,000 miles per year.

Additional leasing industry data shows that, regardless of the duration of the lease contract, long-term lessors kept more motor vehicles in service for an average of about 28 months in 1984 and prior years. The vehicle holding period of daily-rental companies averaged 18.9 months in 1984. When passenger cars and light trucks are taken out of service, they are sold and replaced with new vehicles.

Motor vehicle leasing industry statistics indicate that the actual economic depreciation of passenger automobiles used for business purposes is approximately 2.1 percent per month based on the resale value of vehicles sold in the normal course of business. The monthly depreciation percentage based on a five-year life is 1.67 percent — a *significantly* slower rate of depreciation. Thus, it is clear that the depreciation provided under H.R. 3838 provides little or no incentive to purchasers of automobiles and light trucks.

The indicated intention of the Ways and Means Committee, as stated on page 146 of the Committee report on H.R. 3838, was that the depreciation system provide incentives. To accomplish the Committee's objectives, automobiles and light trucks should be retained in Class 1 with a three-year recovery period. A five-year recovery period for depreciation of automobiles and light trucks would be discriminatory with respect to motor vehicles as against other types of Class 1 assets.

In general, under the capital cost recovery system in H.R. 3838, the depreciation periods given for almost all types of assets are the Asset Depreciation Range (ADR) midpoint lives, which would be three years for automobiles and light trucks. The Coalition believes, and the data substantiates, the ADR midpoint lives for automobiles and light trucks are still the most accurate measure of economic depreciation.

The Coalition contends that extending the depreciation period for automobiles and light trucks from three years to five years would result in immediate negative impacts on a variety of industries and small bus-

inesses. We further submit that these immediate impacts will eventually have a negative effect on the economy as a whole, and may ultimately result in a loss of state and federal revenue.

Business purchases account for one of every three new automobiles sold in the United States. During the period 1980 through 1984, an average of 2,961,000 automobiles valued at $28.2 billion were purchased for business use, according to the U.S. Department of Commerce, Bureau of Economic Analysis.

The business market is sensitive to changes in tax consequences of ownership, of which depreciation is a major element. An immediate effect of a change from a three-year Class 1 depreciation period for automobiles and light trucks in current law to a five-year period as in the House *Tax Reform Act* would be a slowing down of depreciation deductions for business and, conversely, an expected gain in federal tax revenue. However, the total economic impact of changing the depreciation period for automobiles and light trucks from three to five years may, in fact, be adverse, and may well result in a net loss of tax revenue.

The purchase of an automobile is recognized as one of the largest capital expenditures by small business and as a major expenditure by any business. Laurence Meyer and Associates (St. Louis economic analysts) estimate that changing the current law capital cost recovery system for these vehicles to the five-year Incentive Depreciation System (IDS) would increase the cost of capital by eight percent, or about $800 per $10,000 motor vehicle. The depressive effect could result in an approximate annual automobile sales loss in excess of 175,000 units.

U.S. Department of Labor, Bureau of Labor Statistics data indicate that these lost sales support the direct and indirect employment of more than 34,000 persons with annual wages approaching $600 million. These

Automobile Ownership, 1983

	Units	Percent
Total Private and Commercial Automobiles, 1983	125,773,000	100.0
Household-Owned Automobiles, 1983	102,873,000	81.8
Est. Business-Owned Automobiles, 1983	22,900,000	18.2

Note: Automobile includes station wagons and taxicabs.

Source: Motor Vehicle Manufacturers Association of the U.S., Inc. from U.S. Department of Transportation, Federal Highway Administration, Highway Statistics 1983 and 1983-84 National Personal Transportation Study.

Light Truck Ownership, 1983

	Units	Percent
Total Private and Commercial Light Trucks, 1983	29,017,000	100.0
Household-Owned Light Trucks, 1983	24,726,000	85.2
Est. Business-Owned Light Trucks, 1983	4,291,000	14.8

Note: Light-truck includes passenger van, other van, and pickup trucks with and without camper.

Source: Motor Vehicle Manufacturers Association of the U.S., Inc. from U.S. Department of Transportation, Federal Highway Administration, Highway Statistics 1983 and 1983-84 National Personal Transportation Study.

U.S. Retail Sales of New Automobiles

AUTOMOBILES (units 100)

Year	Consumer	Business	Gov't	Total	Business % of Total
1980	6,099.7	2,756.0	126.2	8,981.9	30.7%
1981	5,639.2	2,779.7	115.6	8,534.5	32.6
1982	5,295.3	2,582.5	101.8	7,979.6	32.4
1983	6,051.6	3,019.4	107.8	9,178.8	32.9
1984	6,588.6	3,668.1	133.8	10,390.7	35.3
1985 (11 mos.)	7,115.5	3,845.1	131.2	11,081.8	34.7

AUTOMOBILES ($ millions)

Year	Consumer	Business	Gov't	Total	Business % of Total
1980	$51,187	$22,923	$ 844	$ 74,954	30.6%
1981	52,757	25,222	854	78,833	32.0
1982	53,336	24,797	802	78,935	31.4
1983	64,398	30,381	889	95,668	31.8
1984	73,025	37,779	1,130	111,934	33.8
1985 (11 mos.)	81,650	40,969	1,153	123,772	33.1

Source: Unpublished data, U.S. Department of Commerce, Bureau of Economic Analysis.

lost wages would result in a $162 million per year direct decrease in federal revenues in the form of decreased income and social security taxes.

In recent years, business has had to contend with numerous changes in tax law and Internal Revenue Service proposed and temporary regulations concerning the personal use of company-provided motor vehicles. Many companies have reacted by eliminating part or all of their company-provided vehicles and have instituted programs to reimburse employees for using personally-owned vehicles for business purposes. Increasing business capital costs by lengthening the depreciation period for automobiles and light trucks will accelerate these actions. The results of these decisions cannot be precisely predicted; however, it is anticipated that the percent of imported vehicles used for business purposes will increase. Currently, company-provided vehicles are primarily products of domestic manufacturers, while imports are accounting for 26 percent or more of individual purchases.

The potential switch to imports could increase their 25.7 percent market share of the 1985 U.S. new car market and further exacerbate the trade deficit in passenger cars, estimated by the U.S. Department of Commerce to have been $31 billion in 1985. Any switch from domestic cars to imports would also increase U.S. unemployment and decrease federal revenues from individual income and social security taxes

Federal revenues derived from taxes on the profits of motor vehicle manufacturers, their suppliers and new car and truck dealers will be lowered as a result of the lost sales. The amount of the decreased revenues cannot be quantified. However, the decreased sale of units due to the depreciation period change will exceed 1985 U.S. automobile production levels of American Motors Corp., Honda of America Mfg., Inc., Nissan Motor Manufacturing Corp. in U.S.A., or Volkswagen of America, Inc.

In addition, other motor vehicle-related industries, such as the car and truck rental companies and leasing companies, may find their revenues decreased as a result of lowered demand for new vehicles stemming from slower depreciation rates.

For the above reasons, the Coalition urges that the capital cost recovery provisions for business-use of automobiles and light trucks of a tax reform bill be Class 1 three-year depreciation. Any extension of the depreciation period beyond three years could have a serious negative impact on the nation's economy.

As this article was being prepared, the Senate Finance Committee had just approved a tax-overhaul provision depreciating automobiles and light trucks over a three-year period using the straight-line method. Should the three-year plan survive a vote by the full Senate, a joint conference committee is expected to hammer out a compromise between Senate depreciation provisions and those called for in H.R. 3838 — perhaps as early as July. To let Washington know that you favor a three-year depreciation scheme, write to the key conference-committee members listed in the adjacent box. — Ed. AF

Conference Committee "Hit List"

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When a dealer closes out a top-selling year, this achievement should be acknowledged. Every year, AF *honors the top three dealers from each fleet make. We've listed below the 42 recipients of the 10th annual dealer awards.*

The Top-Selling Fleet Dealers of 1985

Last month, 42 automotive dealerships were presented the annual Fleet Dealer Award by *Automotive Fleet* magazine in recognition of their outstanding 1985 sales achievements. Topping this year's list with the most fleet sales was Wink Chevrolet of Dearborn, MI, with 21,350 vehicles sold. Wink Chevrolet was also the top-selling fleet dealer in 1984. The second place runner-up was Anthony Abraham Chevrolet of Miami, FL, with 16,634 units sold. Altogether, these 42 award-winning dealerships have sold over 208,800 vehicles for 1985. This represents an annual average of 4,971 vehicles sold by each dealer.

By tradition, the fleet dealer awards luncheon on Saturday, Awards Luncheon on Saturday, April 19, the final day of the Automotive Fleet and Leasing Association annual spring meeting held in Chicago. Present for the awards ceremony were fleet dealers and lessors, along with other fleet industry dignitaries. The annual fleet dealer awards were instituted nine years ago with plaques presented to the top three winners from each of the 14 major fleet makes.

As in the past, the automobile manufacturers have lent their support to the annual event by relating the top three winners to the magazine after generating the necessary computer printouts to verify dealer sales figures. Recognized for the first time this year were the American Isuzu fleet dealers. Interestingly, all top three American Isuzu dealers are located in Florida.

These dealers represent the best among their peers in this fiercely competitive marketplace. *Automotive Fleet* salutes these dealers. Printed below are the top three fleet dealerships from 14 different automobile manufacturers.

DEALER AWARDS FOR 1985

CHEVROLET	Bill Wink	Wink Chevrolet	Dearborn, MI	21,350
	John Tkac	Anthony Abraham Chevrolet	Miami, FL	16,634
	Jack Evans	Ed Morse Chevrolet	Lauderhill, FL	16,494
BUICK	Bob Stillman	Stillman & Hoag Buick	Englewood, NJ	7,680
	Jack Kelley	Reef Buick, Inc.	Lauderdale Lakes, FL	6,250
	B.H. "Sonny" King	Orange Buick Company	Orlando, FL	5,778
OLDSMOBILE	Mark Rosenstock	Dale Oldsmobile, Inc.	Bronx, NY	13,396
	Robert H. Sullivan	King Motor Company	Ft. Lauderdale, FL	9,524
	Donald J. Fenton	Larry Faul Oldsmobile	Schaumburg, IL	7,107

Automotive Fleet's Dealer Awards *continued*

PONTIAC	Walt Kozak	Penn Pontiac, Inc.	Baltimore, MD	10,458
	Bud Morrison	JM Pontiac	Hollywood, FL	9,564
	Donna Janazzo	Stephen Pontiac-Cad., Inc.	Bristol, CT	8,429
CADILLAC	Jack Evans	Bayview Cadillac	Ft. Lauderdale, FL	1,724
	Evelyn DeMarco	Polkowitz Motors	Perth Amboy, NJ	1,400
	Phil Davis			
	Fran Frier	Potamkin Cadillac	New York, NY	1,319
FORD	Chuck Price	Marshall Motor Co.	Mayfield Hts., OH	10,891
	Joe David	Pacifico Ford	Philadelphia, PA	7,195
	W.J. Bower	Friendly Ford	North Miami Bch., FL	7,160
LINCOLN-MERCURY	Jeannie Kerner	O'Connor Lincoln-Mercury	Los Angeles, CA	3,576
	Lloyd K. Brockett	Central Florida Motors	Orlando, FL	2,945
	Allen R. Brooks	Northgate Lincoln-Mercury	Tampa, FL	2,359
CHRYSLER/ PLYMOUTH	Ginger Bower	South Bay Chrysler/Ply.	Torrance, CA	5,244
	Jim Wallace	Galeana Chrysler/Ply., Inc.	Ft. Myers, FL	4,533
	Bill Marfizo	Glavic Chrysler/Ply., Inc.	Parma, OH	3,839
DODGE	Jack Evans	Ed Morse Dodge, Inc.	Ft. Lauderdale, FL	2,763
	Stan Smith	Del Amo Dodge	Torrance, CA	2,395
	Jack Taylor	Luke Potter Dodge	Winter Park, FL	2,200
AMERICAN MOTORS	Philip Artz	Hal Artz AMC/Jeep/Renault	Mayfield Hts., OH	1,257
	Andrew Manos	Courtesy AMC/Jeep/Renault	Bethesda, MD	571
	Leonard Casper	Greenfield AMC/ Jeep/Renault	Detroit, MI	483
AMERICAN ISUZU	Ben Smith	Mealey Smith Isuzu, Inc.	Orlando, FL	243
	Pete Kirill	Sutherlin Isuzu	Jacksonville, FL	212
	Bob Brady	Isuzu of Fort Pierce	Fort Pierce, FL	200
NISSAN	Ron Baker	Fresno Nissan	Fresno, CA	169*
	Akito Iriyama	Surfside Nissan	Oceanside, CA	162*
	Cline Dahle	Cline's Auto Sales, Inc.	Murray, UT	127*
TOYOTA	—	Longo Toyota	El Monte, CA	5,326
	Craig Kapson	Jordon Toyota, Inc.	Mishawaka, IN	3,652
	Ken Hagen	Gateway Toyota, Inc.	Toms River, NJ	3,352
VOLKSWAGEN OF AMERICA	Randy Morgan	Volkswagen of Santa Monica, Inc.	Santa Monica, CA	306
	Tricia Zeimantz	Foothill Volkswagen	La Canada, CA	287
	Ken White	Linda Volkswagen, Inc.	Scottsdale, AZ	226

*Truck Sales Only

TOTAL 208,800

USED CARS

The following are average car prices ending April 16, 1986. Prices are based on wholesale activity at major dealers across the country. They are divided into three zones as indicated on the accompanying map. These averages are calculated electronically in IBM machines. They are based on clean cars only. Proper allowance should be made for upgrading sharp cars and proper deduction taken for fair cars. Automatic transmissions have been included in the averages of all models. This information is published in *Automotive Fleet* by special permission of Automotive Market Report.

Model	AVERAGE AUCTION PRICE Zone 1	Zone 2	Zone 3
83 AMC ALLIANCE			
Sdn 4 Dr L Series	2903	2831	2776
83 AMC CONCORD			
Sdn	3063	3114	3052
Sta Wgn	3256	3288	3223
83 BUICK SKYLARK			
Sdn Custom	3698	3634	3561
82 BUICK SKYLARK			
Sdn	2948	2977	2917
83 BUICK REGAL			
Sdn	4880	4930	4830
Cpe	5019	5070	4967
82 BUICK REGAL			
Turbo Cpe	4422	4464	4376
Cpe	4280	4323	4238
83 BUICK CENTURY			
Sdn Custom	4638	4686	4592
82 BUICK CENTURY			
Sdn Custom	4007	4136	4065
83 CADILLAC			
Cpe DeVille	8087	8169	8008
Sdn DeVille	8041	8123	7961
82 CADILLAC			
Cpe DeVille	6819	6885	6663
Sdn DeVille	6574	6640	6607
83 CHEVY			
Chvt Hchbk 4 Dr	2332	2355	2309
Camaro Cpe S	5484	5519	5411
82 CHEVY			
Chvt Hchbk 4 Dr	1850	1868	1833
Camaro Cpe S	4720	4768	4673
83 CHEVY CELEBRITY			
Sdn	4339	4378	4296
82 CHEVY CELEBRITY			
Sdn	3589	3623	3553
83 CHEVY CAVALIER			
Sdn	3856	3894	3821
82 CHEVY CAVALIER			
Sdn	2769	2822	2766
83 CHEVY CITATION			
Cpe S	2822	2850	2791
82 CHEVY CITATION			
Cpe S	2186	2207	2164
83 CHEVY MALIBU			
Class Sdn	4107	4148	4066
Class Sta Wgn	4276	4317	4233
82 CHEVY MALIBU			
Class Sdn	3455	3471	3402
Class Sta Wgn	3527	3621	3551
83 CHEVY MONTE CARLO			
Cpe	5089	5142	5041
82 CHEVY MONTE CARLO			
Cpe	4210	4251	4169
83 CHEVY IMPALA			
Sdn	4564	4609	4307
82 CHEVY IMPALA			
Sdn	3525	3562	3526
Wgn 9	3708	3807	3732
83 CHEVY CAPRICE			
Sdn	5101	5153	5051
Sta Wgn	5276	5332	5226

Model	AVERAGE AUCTION PRICE Zone 1	Zone 2	Zone 3
83 CHRYSLER			
E-Class Sdn	4330	4374	4287
82 CHRYSLER			
New Yorker Sdn	5161	5202	5100
83 DODGE OMNI			
4 Dr Cust	2674	2700	2647
82 DODGE OMNI			
4 Dr Cust	2018	2036	1997
83 DODGE ARIES			
Cpe	3067	3099	3036
82 DODGE ARIES			
Sdn	2325	2357	2311
83 DODGE DIPLOMAT			
Sln Sdn	3925	3955	3896
82 DODGE DIPLOMAT			
Sln Sdn	2925	2955	2896
83 FORD FAIRMONT			
Futura 6-Cyl Sdn 4 Dr	3106	3136	3075
82 FORD FAIRMONT			
Futura Sdn 4 Dr	2460	2483	2434
83 FORD MUSTANG			
L-Cpe 4	3581	3616	3544
82 FORD MUSTANG			
L-Cpe 4	2884	2892	2838
83 FORD LTD			
Sdn	3699	3965	3923
82 FORD LTD			
Sdn	3696	3733	3662
83 FORD ESCORT			
Htchbk 4 Dr	2828	2854	2802
83 FORD CROWN VIC			
Sdn	6668	6745	6634
82 FORD CROWN VIC			
Sdn	4378	4422	4333
83 FORD THUNDERBIRD			
Cpe	5333	5387	5279
82 FORD THUNDERBIRD			
Cpe	4131	4172	4086
83 LINCOLN CONTINENTAL			
Sdn	10179	10281	10077
Mark VI Cpe	10356	10460	10252
82 LINCOLN CONTINENTAL			
Sdn	8203	8284	8122
Mark VI Cpe	8484	8536	8368
83 MERCURY COUGAR			
Cpe	5428	5479	5370
82 MERCURY COUGAR			
GS Cpe	3029	3059	2999
83 MERCURY LYNX			
Hchbk 2-Dr	2892	2917	2866
83 MERCURY MARQUIS			
Sdn	3501	3538	3501
82 MERCURY MARQUIS			
Sdn	3918	3958	3880
Wgn 2S	4041	4082	4001
83 OLDS CIERA LS			
Cpe	4771	4818	4722
Sdn	4825	4876	4793

Model	AVERAGE AUCTION PRICE Zone 1	Zone 2	Zone 3
83 OLDS CUTLASS SUPREME			
Cpe	5312	5365	5259
Sdn	5162	5215	5113
82 OLDS CUTLASS SUPREME			
Sdn	4336	4383	4296
Cpe	4507	4551	4463
83 OLDS DELTA 88			
Sdn	5048	5096	4995
82 OLDS DELTA 88			
Sdn	3835	3873	3797
83 OLDS DELTA 98			
Sdn	6961	7031	6892
82 OLDS DELTA 98			
Sdn	5665	5721	5607
83 OLDS OMEGA			
Sdn	3598	3634	3561
82 OLDS OMEGA			
Sdn	2948	2977	2917
83 OLDS FIRENZA			
Sdn	3604	3944	3885
82 OLDS FIRENZA			
Sdn	3234	3265	3201
83 PLYMOUTH HORIZON			
4 Dr Hchbk	2691	2627	2573
83 PLYMOUTH RELIANT			
Cpe	3077	3107	3046
82 PLYMOUTH RELIANT			
Cpe	2327	2349	2304
83 PONTIAC FIREBIRD			
Cpe S	5521	5576	5466
83 PONTIAC 6000			
Cpe	4502	4547	4458
Sdn	4584	4606	4516
82 PONTIAC 6000			
Cpe	3801	3840	3762
83 PONTIAC GRAND PRIX			
Cpe	5256	5306	5203
83 VOLKSWAGEN JETTA			
4 Dr Sdn	4532	4576	4488
82 VOLKSWAGEN JETTA			
4 Dr Sdn	3805	3844	3768
83 VOLKSWAGEN L SERIES			
2 Dr Hchbk	3319	3362	3295
82 VOLKSWAGEN RABBIT			
2 Dr Hchbk	2563	2587	2539
83 DATSUN			
Sentra 2 Dr Std Sdn	2963	2993	2933
Stanza Hbk 4 Dr Dlx	4039	4076	3997
82 DATSUN			
210 Std 2 Dr	2148	2170	2126
Sentra 2 Dr	2433	2467	2419
Stanza Hbk 4 Dr Dlx	3308	3343	3276
83 TOYOTA			
Corolla Sedan 2 Dr	3838	3876	3801
Celica St	5155	5207	5104
Camry Sedan	5913	5972	5855
82 TOYOTA			
Corolla 2 Dr Sdn	2940	2969	2911
Celica St Cpe	4273	4318	4223

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Pueblo, CO	99.4	79.4
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Atlanta, GA	120.7	83.1
Cedar Rapids, IA	125.0	88.0
Ft. Scott, KS	80.9	74.9
Flint, MI	114.9	82.4
St. Louis, MO	105.9	70.7
Las Cruces, NM	94.9	76.9
Rochester, NY	98.6	89.9
Dayton, OH	106.4	67.4
Charleston, NC	126.9	78.9
San Antonio, TX	106.4	73.4
Milwaukee, WI	106.7	79.9

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